

METHOD AND SYSTEM FOR MANAGING TIMED RESPONSES  
TO A/V EVENTS IN TELEVISION PROGRAMMING

5 ABSTRACT

A method for providing an incentive for a viewer to watch and react to audio/video programming. The method includes prompting the viewer during a television programming stream to provide an indicated response to an event within an indicated time period, detecting the indicated response to the event, measuring a response  
10 time of the indicated response to the event, evaluating viewer performance based upon the response time, and providing the incentive to the viewer based upon the response time. The method involves a viewer actuating a pushbutton key of a set-top box remote control unit and transmitting and recording the response via the set-top box. A media  
15 delivery device for providing incentives, rewards, discounts, marketing data, and measurements to a viewer and a media delivery network.

1003667-122101

20